Home Appliance NewsLine

An AHAM Bulletin to Editors

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HOME APPLIANCE SHIPMENTS MODERATE AS YEAR-END NEARS

CHICAGO -- The major home appliance industry shipped 4.0 million units in October and 41.1 million since the start of the year, strong levels for both periods, but somewhat lower than comparable 1988 periods, reports the Association of Home Appliance Manufacturers (AHAM).

Shipment decreases of 3.6% for October and 0.3% for the first 10 months tend to indicate that appliance shipments are trailing off to a moderate downturn which may last through the rest of the year and, perhaps, into next.

Although softened demand for practically all appliance categories is evident in the year-to-date figures, several products made noteworthy advances in October:

* Shipments of home laundry appliances increased substantially (up 7.2%), with automatic washers (582,400 units) reaching their second-highest October level ever.
* Disposers (425,700 units) also reached their second-highest October level. Product shipments were up 9.9%.

While shipments are not expected to set a new annual record in 1989, the year appears destined to rank among the industry's top five.

1988 shipments of nearly 49.3 million units resulted in a second-best year, and 1987 shipments achieved a record 49.9 million units.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
October, 1989

	OCTOBER			CALENDAR YEAR TO DATE		
	1989	1988	% Change	1989	1988	% Change
ALL MAJOR APPLIANCES**	4,034.1	4,183.3	-3.6%	41,141.1	41,280.9	-0.3%
COOKING - TOTAL	1,418.1	1,616.9	-12.3%	12,754.6	12,925.8	-1.3%
ELECTRIC RANGES - TOTAL	275.2	301.6	-8.8%	2,515.3	2,652.8	-5.2%
Free Standing	214.1	238.8	-10.3%	1,981.4	2,125.1	-6.8%
Built-In	61.0	62.8	-2.9%	533.9	527.7	1.2%
GAS RANGES - TOTAL	200.1	208.9	-4.2%	1,754.3	1,821.5	-3.7%
Free Standing	190.6	198.6	-4.0%	1,663.3	1,716.4	-3.1%
Built-In	9.5	10.3	-7.8%	91.0	105.1	-13.4%
MICROWAVE OVENS/RANGES***	957.6	1,123.2	-14.7%	8,621.9	8,602.9	0.2%
HOME LAUNDRY - TOTAL	1,014.0	945.7	7.2%	9,057.5	9,079.3	-0.2%
AUTOMATIC WASHERS	582.4	533.1	9.2%	5,243.0	5,242.5	0.0%
DRYERS - TOTAL	431.6	412.6	4.6%	3,814.5	3,836.9	-0.6%
Electric	327.8	319.2	2.7%	2,938.7	2,968.6	-1.0%
Gas	103.8	93.3	11.3%	875.8	868.2	0.9%
KITCHEN CLEAN UP - TOTAL	780.0	744.3	4.8%	6,909.3	6,943.1	-0.5%
DISPOSERS	425.7	387.2	9.9%	3,695.1	3,509.0	5.3%
DISHWASHERS - TOTAL	338.3	335.7	0.8%	3,040.1	3,234.1	-6.0%
Built-In	319.2	315.0	1.3%	2,873.0	3,031.8	-5.2%
Portable	19.1	20.8	-8.2%	167.0	202.4	-17.5%
COMPACTORS	15.9	21.3	-25.4%	174.2	199.9	-12.9%
FOOD PRESERVATION - TOTAL	708.5	735.1	-3.6%	7,130.8	7,378.7	-3.4%
REFRIGERATORS	613.7	625.0	-1.8%	6,059.3	6,223.3	-2.6%
FREEZERS - TOTAL	94.8	110.2	-14.0%	1,071.5	1,155.4	-7.3%
Chest	51.3	60.4	-15.1%	606.7	621.2	-2.3%
Upright	43.5	49.8	-12.7%	464.8	534.3	-13.0%
HOME COMFORT - TOTAL	113.4	141.3	-19.7%	5,288.9	4,954.0	6.8%
ROOM AIR CONDITIONERS	97.0	129.4	-25.0%	4,715.3	4,296.5	9.7%
DEHUMIDIFIERS	16.5	11.9	38.7%	573.7	657.5	-12.7%

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.
Note: Year-to-date microwave ovens/ranges figures have been revised. For more information, contact AHAM.